



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 320396

**Schedule Dates** 09/17/12-09/23/12  
**Advertiser** Pol/P McCrory/R/Gov/NC (16611)  
**Agency** Smart Media Group (1343)  
**Product** Political - State Candidate (1071)  
**Brand** 917923 GOV (132172)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** HANLEN,LINDSAY  
**Phone/Fax** /  
**CPE** MCCRO/ORDR/917923  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

**Date Entered** 07/02/12  
**Last Modified** 09/18/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06221191  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,530.00  
**Net Total** \$42,670.00  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Sep. 2012  
Grand Total:  
**Spots** 44  
**Rate** \$50,200.00  
\$50,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	09/21/12-09/21/12	3	:30	10P-11P (EST)						1			1			Charlotte (WSOC)	20/20	8/21/12
1.1	Revised Line / Spot	09/21/12-09/21/12	3	:30	10P-11P (EST)						1			1			Charlotte (WSOC)	20/20	8/21/12
1.2	Normal Line / Spot	09/21/12-09/21/12	3	:30	10P-11P (EST)						1			1		\$3,700.00	Charlotte (WSOC)	20/20	9/14/12
2.0	Revised Line / Spot	09/21/12-09/21/12	3	:30	4P-5P (EST)						1			1			Charlotte (WSOC)	DR OZ	7/21/12
2.1	Revised Line / Spot	09/21/12-09/21/12	6	:30	4P-5P (EST)						1			1			Charlotte (WSOC)	DR OZ	8/7/12
2.2	Normal Line / Spot	09/21/12-09/21/12	3	:30	4P-5P (EST)						1			1		\$825.00	Charlotte (WSOC)	DR OZ	9/14/12
3.0	Revised Line / Spot	09/17/12-09/17/12	3	:30	12P-1P (EST)									1			Charlotte (WSOC)	EYEWITNESS NEWS	7/21/12
3.1	Revised Line / Spot	09/17/12-09/17/12	4	:30	12P-1P (EST)									1			Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
3.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	12P-1P (EST)									1		\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/14/12
4.0	Revised Line / Spot	09/17/12-09/17/12	3	:30	4P-5P (EST)									1			Charlotte (WSOC)	DR OZ	7/21/12
4.1	Revised Line / Spot	09/17/12-09/17/12	6	:30	4P-5P (EST)									1			Charlotte (WSOC)	DR OZ	8/7/12
4.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	4P-5P (EST)									1		\$825.00	Charlotte (WSOC)	DR OZ	9/14/12
5.0	Revised Line / Spot	09/17/12-09/17/12	4	:30	6P-6:30P (EST)									1			Charlotte (WSOC)	6P NEWS	7/21/12
5.1	Revised Line / Spot	09/17/12-09/17/12	5	:30	6P-6:30P (EST)									1			Charlotte (WSOC)	6P NEWS	8/7/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 320396

**Schedule Dates** 09/17/12-09/23/12  
**Advertiser** Pol/P McCrory/R/Gov/NC (16611)  
**Agency** Smart Media Group (1343)  
**Product** Political - State Candidate (1071)  
**Brand** 917923 GOV (132172)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** HANLEN, LINDSAY  
**Phone/Fax** /  
**CPE** MCCRO/ORDR/917923  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

**Date Entered** 07/02/12  
**Last Modified** 09/18/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06221191  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,530.00  
**Net Total** \$42,670.00  
**Sales Tax**

Charlotte (WSOC)	
By Broadcast Month	Spots
Sep. 2012	44
<b>Grand Total:</b>	<b>44</b>

Spots	Rate
44	\$50,200.00
44	\$50,200.00

## CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
5.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	6P- 6:30P (EST)	1	1							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
6.0	Revised Line / Spot	09/17/12-09/17/12	4	:30	6A- 7A (EST)	1	1										Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
6.1	Revised Line / Spot	09/17/12-09/17/12	5	:30	6A- 7A (EST)	1	1										Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
6.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	6A- 7A (EST)	1	1							1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
7.0	Revised Line / Spot	09/22/12-09/22/12	3	:30	8A- 9A (EST)	1					1						Charlotte (WSOC)	GMA SATURDAY	9/14/12
7.1	Revised Line / Spot	09/22/12-09/22/12	4	:30	8A- 9A (EST)	1					1						Charlotte (WSOC)	GMA SATURDAY	9/14/12
7.2	Normal Line / Spot	09/22/12-09/22/12	5	:30	8A- 9A (EST)	1					1			1	\$475.00	\$475.00	Charlotte (WSOC)	GMA SATURDAY	9/14/12
8.0	Revised Line / Spot	09/23/12-09/23/12	2	:30	6P- 6:30P (EST)	1							1				Charlotte (WSOC)	6P NEWS SUNDAY	9/14/12
8.1	Revised Line / Spot	09/23/12-09/23/12	5	:30	6P- 6:30P (EST)	1							1				Charlotte (WSOC)	6P NEWS SUNDAY	9/14/12
8.2	Normal Line / Spot	09/23/12-09/23/12	6	:30	6P- 6:30P (EST)	1							1	1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	6P NEWS SUNDAY	9/14/12
9.0	Revised Line / Spot	09/20/12-09/20/12	5	:30	4P- 5P (EST)	1							1				Charlotte (WSOC)	DR OZ	9/14/12
9.1	Revised Line / Spot	09/20/12-09/20/12	6	:30	4P- 5P (EST)	1							1				Charlotte (WSOC)	DR OZ	9/14/12
9.2	Normal Line / Spot	09/20/12-09/20/12	5	:30	4P- 5P (EST)	1							1	1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/14/12
10.0	Revised Line / Spot	09/20/12-09/20/12	4	:30	5:30A- 6A (EST)	1							1				Charlotte (WSOC)	NEWS DAYBREAK	9/14/12

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 320396

## Schedule Dates

09/17/12-09/23/12

## Advertiser

Pol/P McCrory/R Gov/NC (16611)

## Agency

Smart Media Group (1343)

## Product

Political - State Candidate (1071)

## Brand

917923 GOV (132172)

## Salesperson

Telerep/Philadelphia, Philadelphia (1057)

## Sales Office

Telerep/Philadelphia

## Buyer Name

HANLEN, LINDSAY

## Phone/Fax

/

## CPE

MCCRO/ORDR/917923

## Account Types

National/Political

## Billing Type

Standard

## Comments

MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

## Date Entered

07/02/12

## Last Modified

09/18/12

## Entered By

Jill Hipskind

## CO-OP

No

## Headline #

06221191

## Demo

Normal

## Order Type

Normal

## Package Deal

15.00

## Commission %

\$7,530.00

## Commission

\$42,670.00

## Net Total

\$42,670.00

## Sales Tax

## Charlotte (WSOC)

By Broadcast Month

Sep. 2012

Grand Total:

## Spots

44

44

## Rate

\$50,200.00

\$50,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.1	Revised Line / Spot	09/20/12-09/20/12	5	:30	5:30A-6A (EST)	1				1				1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
10.2	Normal Line / Spot	09/20/12-09/20/12	5	:30	5:30A-6A (EST)	1				1				1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
11.0	Revised Line / Spot	09/20/12-09/20/12	4	:30	6P-6:30P (EST)	1				1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
11.1	Revised Line / Spot	09/20/12-09/20/12	4	:30	6P-6:30P (EST)	1				1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
11.2	Normal Line / Spot	09/20/12-09/20/12	5	:30	6P-6:30P (EST)	1				1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
12.0	Revised Line / Spot	09/20/12-09/20/12	3	:30	7A-8A (EST)	1				1				1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/14/12
12.1	Revised Line / Spot	09/20/12-09/20/12	4	:30	7A-8A (EST)	1				1				1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/14/12
12.2	Normal Line / Spot	09/20/12-09/20/12	5	:30	7A-8A (EST)	2				2				2	\$775.00	\$1,550.00	Charlotte (WSOC)	NIGHTLINE	9/14/12
13.0	Revised Line / Spot	09/18/12-09/18/12	3	:30	11:35P-12:05A (EST)	1				1				1	\$500.00	\$500.00	Charlotte (WSOC)	NIGHTLINE	9/14/12
13.1	Revised Line / Spot	09/18/12-09/18/12	5	:30	11:35P-12:05A (EST)	1				1				1	\$500.00	\$500.00	Charlotte (WSOC)	NIGHTLINE	9/14/12
13.2	Normal Line / Spot	09/18/12-09/18/12	5	:30	11:35P-12:05A (EST)	1				1				1	\$500.00	\$500.00	Charlotte (WSOC)	NIGHTLINE	9/14/12
14.0	Revised Line / Spot	09/18/12-09/18/12	3	:30	12P-1P (EST)	1				1				1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/14/12
14.1	Revised Line / Spot	09/18/12-09/18/12	4	:30	12P-1P (EST)	1				1				1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/14/12
14.2	Normal Line / Spot	09/18/12-09/18/12	5	:30	12P-1P (EST)	1				1				1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/14/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

**Contract # 320396**

**Schedule Dates** 09/17/12-09/23/12

**Advertiser** Pol/P McCrory/R/Gov/NC (16611)

**Agency** Smart Media Group (1343)

**Product** Political - State Candidate (1071)

**Brand** 91/7923 GOV (132172)

**Salesperson** Telerep/Philadelphia, Philadelphia (1057)

**Sales Office** Telerep/Philadelphia

**Buyer Name** HANLEN, LINDSAY

**Phone/Fax** /

**CPE** MCCRO/ORDR/91/7923

**Account Types** National/Political

**Billing Type** Standard

**Comments** MCCRORY FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

**Date Entered** 07/02/12

**Last Modified** 09/18/12

**Entered By** Jill Hipskind

**CO-OP** No

**Headline #** 06221191

**Demo**

**Order Type** Normal

**Package Deal**

**Commission %** 15.00

**Commission** \$7,530.00

**Net Total** \$42,670.00

**Sales Tax**

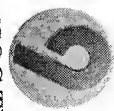
Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	44	\$50,200.00
<b>Grand Total:</b>	<b>44</b>	<b>\$50,200.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Revised Line / Spot	09/18/12-09/18/12	5	:30	4P- 5P (EST)	1		1						1			Charlotte (WSOC)	DR OZ	9/12/12
15.1	Revised Line / Spot	09/18/12-09/18/12	5	:30	4P- 5P (EST)	1		1						1			Charlotte (WSOC)	DR OZ	9/14/12
15.2	Normal Line / Spot	09/18/12-09/18/12	5	:30	4P- 5P (EST)	1		1						1			Charlotte (WSOC)	DR OZ	9/14/12
16.0	Revised Line / Spot	09/18/12-09/18/12	5	:30	5:30A- 6A (EST)	1		1						1			Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
16.1	Revised Line / Spot	09/18/12-09/18/12	5	:30	5:30A- 6A (EST)	1		1						1			Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
16.2	Normal Line / Spot	09/18/12-09/18/12	5	:30	5:30A- 6A (EST)	1		1						1			Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
17.0	Revised Line / Spot	09/18/12-09/18/12	3	:30	7A- 8A (EST)	1		1						1			Charlotte (WSOC)	GMA	9/14/12
17.1	Revised Line / Spot	09/18/12-09/18/12	3	:30	7A- 8A (EST)	1		1						1			Charlotte (WSOC)	GMA	9/14/12
17.2	Normal Line / Spot	09/18/12-09/18/12	5	:30	7A- 8A (EST)	1		1						1			Charlotte (WSOC)	NIGHTLINE	9/14/12
18.0	Revised Line / Spot	09/19/12-09/19/12	5	:30	11:35P- 12:05A (EST)	1			1					1			Charlotte (WSOC)	NIGHTLINE	9/14/12
18.1	Revised Line / Spot	09/19/12-09/19/12	5	:30	11:35P- 12:05A (EST)	1			1					1			Charlotte (WSOC)	NIGHTLINE	9/14/12
18.2	Normal Line / Spot	09/19/12-09/19/12	5	:30	11:35P- 12:05A (EST)	1			1					1			Charlotte (WSOC)	NIGHTLINE	9/14/12
19.0	Revised Line / Spot	09/19/12-09/19/12	3	:30	12P- 1P (EST)	1			1					1			Charlotte (WSOC)	EVEWITNESS NEWS	9/14/12
19.1	Revised Line / Spot	09/19/12-09/19/12	3	:30	12P- 1P (EST)	1			1					1			Charlotte (WSOC)	EVEWITNESS NEWS	9/14/12

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 320396

Schedule Dates 09/17/12-09/23/12  
Advertiser Pol/P McCrory/R/Gov/NC (16611)  
Agency Smart Media Group (1343)  
Product Political - State Candidate (1071)  
Brand 917923 GOV (132172)  
Salesperson Telerep/Philadelphia, Philadelphia (1057)  
Sales Office Telerep/Philadelphia  
Buyer Name HANLEN, LINDSAY  
Phone/Fax /  
CPE MCCRO/ORDR/917923  
Account Types National/Political  
Billing Type Standard  
Comments MCCRO/RY FOR GOVERNOR  
MCCRO/RY FOR NC GOVERNOR

Date Entered 07/02/12  
Last Modified 09/18/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06221191  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$7,530.00  
Net Total \$42,670.00  
Sales Tax

Charlotte (WSOC)  
By Broadcast Month  
Sep. 2012  
Grand Total: 44 \$50,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
19.2	Normal Line / Spot	09/19/12-09/19/12	5	:30	12P-1P (EST)	1			1					1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/14/12
20.0	Revised Line / Spot	09/19/12-09/19/12	5	:30	4P-5P (EST)	1			1					1			Charlotte (WSOC)	DR OZ	9/14/12
20.1	Revised Line / Spot	09/19/12-09/19/12	6	:30	4P-5P (EST)	1			1					1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/14/12
20.2	Normal Line / Spot	09/19/12-09/19/12	5	:30	4P-5P (EST)	1			1					1			Charlotte (WSOC)	6P NEWS	9/14/12
21.0	Revised Line / Spot	09/19/12-09/19/12	4	:30	6P-6:30P (EST)	1			1					1			Charlotte (WSOC)	6P NEWS	9/14/12
21.1	Revised Line / Spot	09/19/12-09/19/12	5	:30	6P-6:30P (EST)	1			1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
21.2	Normal Line / Spot	09/19/12-09/19/12	5	:30	6P-6:30P (EST)	1			1					1			Charlotte (WSOC)	6P NEWS	9/14/12
22.0	Revised Line / Spot	09/19/12-09/19/12	4	:30	6A-7A (EST)	1			1					1			Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
22.1	Revised Line / Spot	09/19/12-09/19/12	5	:30	6A-7A (EST)	1			1					1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
22.2	Normal Line / Spot	09/19/12-09/19/12	5	:30	6A-7A (EST)	1			1					1			Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
23.0	Revised Line / Spot	09/21/12-09/21/12	3	:30	12:05A-12:35A (EST)	1					1			1			Charlotte (WSOC)	NIGHTLINE	9/14/12
23.1	Revised Line / Spot	09/21/12-09/21/12	5	:30	12:05A-12:35A (EST)	1					1			1	\$375.00	\$375.00	Charlotte (WSOC)	CHEW	9/14/12
23.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	1P-2P (EST)	1					1			1			Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
24.0	Revised Line / Spot	09/21/12-09/21/12	4	:30	5:30A-6A (EST)	1					1			1			Charlotte (WSOC)	NEWS DAYBREAK	9/14/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 320396

Schedule Dates 09/17/12-09/23/12

Advertiser Pol/P McCrory/R/Gov/NC (16611)

Agency Smart Media Group (1343)

Product Political - State Candidate (1071)

Brand 917923 GOV (132172)

Salesperson Telerep/Philadelphia, Philadelphia (1057)

Sales Office Telerep/Philadelphia

Buyer Name HANLEN, LINDSAY

Phone/Fax /

CPE MCCRO/ORDR/917923

Account Types National/Political

Billing Type Standard

Comments MCCRO/ORDR FOR GOVERNOR  
MCCRORY FOR NC GOVERNOR

Date Entered 07/02/12

Last Modified 09/18/12

Entered By Jill Hipskind

CO-OP No

Headline # 06221191

Order Type Normal

Package Deal

Commission % 15.00

Commission \$7,530.00

Net Total \$42,670.00

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Sep. 2012

Grand Total:

Spots 44

\$50,200.00

44 \$50,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
24.1	Revised Line / Spot	09/21/12-09/21/12	5	:30	5:30A- 6A (EST)	1					1			1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
24.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	5:30A- 6A (EST)	1					1			1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
25.0	Revised Line / Spot	09/21/12-09/21/12	4	:30	6P- 6:30P (EST)	1					1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	8/7/12
25.1	Revised Line / Spot	09/21/12-09/21/12	5	:30	6P- 6:30P (EST)	1					1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
25.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	6P- 6:30P (EST)	1					1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
26.0	Revised Line / Spot	09/21/12-09/21/12	4	:30	6A- 7A (EST)	1					1			1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
26.1	Revised Line / Spot	09/21/12-09/21/12	5	:30	6A- 7A (EST)	1					1			1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
26.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	6A- 7A (EST)	1					1			1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
27.0	Revised Line / Spot	09/21/12-09/21/12	4	:30	7A- 8A (EST)	1					1			1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	8/7/12
27.1	Revised Line / Spot	09/21/12-09/21/12	5	:30	7A- 8A (EST)	1					1			1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/14/12
27.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	7A- 8A (EST)	1					1			1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/14/12
28.0	Revised Line / Spot	09/17/12-09/17/12	5	:30	11:35P- 12:05A (EST)	1								1	\$500.00	\$500.00	Charlotte (WSOC)	NIGHTLINE	8/7/12
28.1	Revised Line / Spot	09/17/12-09/17/12	5	:30	11:35P- 12:05A (EST)	1								1	\$500.00	\$500.00	Charlotte (WSOC)	NIGHTLINE	9/14/12
28.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	11:35P- 12:05A (EST)	1								1	\$500.00	\$500.00	Charlotte (WSOC)	NIGHTLINE	9/14/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_

Comments: \_\_\_\_\_

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 320396

**Schedule Dates** 09/17/12-09/23/12  
**Advertiser** Pol/P McCrory/R/Gov/NC (16611)  
**Agency** Smart Media Group (1343)  
**Product** Political - State Candidate (1071)  
**Brand** 917923 GOV (132172)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** HANLEN, LINDSAY  
**Phone/Fax** /  
**CPE** MCCRO/ORDR/917923  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MCCRO/ORDR FOR GOVERNOR  
MCCRO/ORDR FOR NC GOVERNOR

**Date Entered** 07/02/12  
**Last Modified** 09/18/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06221191  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,530.00  
**Net Total** \$42,670.00  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Sep. 2012  
Grand Total:  
**Spots** 44  
**Rate** \$50,200.00  
\$50,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Revised Line / Spot	09/17/12-09/17/12	4	:30	5:30A- 6A (EST)	1								1			Charlotte (WSOC)	NEWS DAYBREAK	7/19/12
29.1	Revised Line / Spot	09/17/12-09/17/12	5	:30	5:30A- 6A (EST)	1								1			Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
29.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	5:30A- 6A (EST)	1								1			Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
30.0	Revised Line / Spot	09/17/12-09/17/12	4	:30	7A- 8A (EST)	1								1			Charlotte (WSOC)	GMA	8/7/12
30.1	Revised Line / Spot	09/17/12-09/17/12	4	:30	7A- 8A (EST)	1								1			Charlotte (WSOC)	GMA	9/14/12
30.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	7A- 8A (EST)	1								1			Charlotte (WSOC)	GMA	9/14/12
31.0	Revised Line / Spot	09/23/12-09/23/12	5	:30	7A- 8A (EST)	1								1			Charlotte (WSOC)	NIGHTLINE	7/19/12
31.1	Revised Line / Spot	09/23/12-09/23/12	5	:30	7A- 8A (EST)	1								1			Charlotte (WSOC)	Program Change/Exception - NFL	7/19/12
31.2	Normal Line / Spot	09/23/12-09/23/12	5	:30	7A- 8A (EST)	1								1			Charlotte (WSOC)	NEWS DAYBREAK	7/19/12
32.0	Normal Line / Spot	09/20/12-09/20/12	3	:30	11:35P- 12:05A (EST)	1								1			Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
32.0.1	Closed Preempt	09/20/12															Charlotte (WSOC)		
33.0	Revised Line / Spot	09/20/12-09/20/12	4	:30	6A- 7A (EST)	1								1			Charlotte (WSOC)	NEWS DAYBREAK	8/7/12
33.1	Revised Line / Spot	09/20/12-09/20/12	5	:30	6A- 7A (EST)	1								1			Charlotte (WSOC)	NEWS DAYBREAK	8/7/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV  
1501 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 320396

**Schedule Dates** 09/17/12-09/23/12  
**Advertiser** Pol/P McCrory/R/Gov/NC (16611)  
**Agency** Smart Media Group (1343)  
**Product** Political - State Candidate (1071)  
**Brand** 917923 GOV (132172)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** HANLEN LINDSAY  
**Phone/Fax** /  
**CPE** MCCRO/ORDR/917923  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MCCROTRY FOR GOVERNOR  
MCCROTRY FOR NC GOVERNOR

**Date Entered** 07/02/12  
**Last Modified** 09/18/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06221191  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,530.00  
**Net Total** \$42,670.00  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Sep. 2012 44 \$50,200.00  
Grand Total: 44 \$50,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
33.2	Normal Line / Spot	09/20/12-09/20/12	5	:30	6A-7A (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
34.0	Revised Line / Spot	09/18/12-09/18/12	4	:30	6P-6:30P (EST)			1									Charlotte (WSOC)	6P NEWS	7/19/12
34.1	Revised Line / Spot	09/18/12-09/18/12	5	:30	6P-6:30P (EST)			1									Charlotte (WSOC)	6P NEWS	7/19/12
34.2	Normal Line / Spot	09/18/12-09/18/12	5	:30	6P-6:30P (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
35.0	Revised Line / Spot	09/18/12-09/18/12	4	:30	6A-7A (EST)			1									Charlotte (WSOC)	NEWS DAYBREAK	7/19/12
35.1	Revised Line / Spot	09/18/12-09/18/12	5	:30	6A-7A (EST)			1									Charlotte (WSOC)	NEWS DAYBREAK	7/19/12
35.2	Normal Line / Spot	09/18/12-09/18/12	5	:30	6A-7A (EST)			1						1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
36.0	Revised Line / Spot	09/19/12-09/19/12	4	:30	5:30A-6A (EST)					1							Charlotte (WSOC)	NEWS DAYBREAK	7/19/12
36.1	Revised Line / Spot	09/19/12-09/19/12	5	:30	5:30A-6A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
36.2	Normal Line / Spot	09/19/12-09/19/12	5	:30	5:30A-6A (EST)					1							Charlotte (WSOC)	NEWS DAYBREAK	7/19/12
37.0	Revised Line / Spot	09/19/12-09/19/12	3	:30	7A-8A (EST)					1							Charlotte (WSOC)	GMA	9/14/12
37.1	Revised Line / Spot	09/19/12-09/19/12	4	:30	7A-8A (EST)					1							Charlotte (WSOC)	GMA	9/14/12
37.2	Normal Line / Spot	09/19/12-09/19/12	5	:30	7A-8A (EST)					1				1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/14/12
38.0	Revised Line / Spot	09/21/12-09/21/12	6	:30	12P-1P (EST)							1					Charlotte (WSOC)	12P	9/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.





WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 320396

**Schedule Dates** 09/17/12-09/23/12  
**Advertiser** Pol/P McCrory/R/Gov/NC (16611)  
**Agency** Smart Media Group (1343)  
**Product** Political - State Candidate (1071)  
**Brand** 917923 GOV (132172)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** HANLEN, LINDSAY  
**Phone/Fax** /  
**CPE** MCCRO/ORDR/917923  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MCCRO FOR GOVERNOR  
MCCRO FOR NC GOVERNOR

**Date Entered** 07/02/12  
**Last Modified** 09/18/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06221191  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,530.00  
**Net Total** \$42,670.00  
**Sales Tax**

**By Broadcast Month**  
Sep. 2012  
Grand Total:  
**Spots** 44  
**Rate** \$50,200.00  
\$50,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
38.1	Normal Line / Spot	09/22/12-09/22/12	5	:30	12P-12:30P (EST)	1						1		1	\$275.00	\$275.00	Charlotte (WSOC)	NN	8/24/12
39.0	M/G For 32.0.1 / Spot	09/20/12-09/20/12	3	:30	12:07A-NIGHTLINE	1				1				1	\$500.00	\$500.00	Charlotte (WSOC)	NIGHTLINE	9/14/12
39.1	M/G For 32.0.1 / Spot	09/20/12-09/20/12	5	:30	12:07A-NIGHTLINE	1								1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		9/14/12
40.0	Normal Line / Spot	09/21/12-09/21/12	5	:30	9P-10P (EST)	1					X			1	\$600.00	\$600.00	Charlotte (WSOC)		9/14/12
41.0	Normal Line / Spot	09/23/12-09/23/12	3	:30	9A-10A (EST)	1							X	1	\$850.00	\$850.00	Charlotte (WSOC)		9/14/12
42.0	Normal Line / Spot	09/17/12-09/21/12	4	:30	6:58P-7:30P (EST)	2	X	X	X	X	X			2	\$15,000.00	\$15,000.00	Charlotte (WSOC)		9/18/12
43.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	7:58P-NFL NETWORK THURSDAY NIGHT FOOTBALL 2012	1								1					

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.